

The International Food and Beverage Exhibition

# FOODEX JAPAN 国際食品・飲料展

Join the USA Pavilion at FOODEX

MARCH 7-10, 2023

TOKYO, JAPAN

TOKYO BIG SIGHT



## Gateway to Asian Markets

Under the U.S.-Japan Free Trade Agreement nearly 90% of U.S. food imports into Japan are either duty free or receive preferential tariff access.

The U.S. is the largest foreign supplier of food & agricultural products to an import-reliant Japan with 22% of import market share – the 4th largest market for U.S. agricultural products in 2021 at **\$15.6 billion**.

During the COVID-19 pandemic, the total value of all retail food and beverage sales increased 1.5% to \$474 billion.

**50,000+**  
visitors

from Japan, Korea,  
China, Taiwan, and more...

**3,500+**  
exhibitors

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

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# Maximize Your ROI with the USA Pavilion at FOODEX 2023



## TOP REASONS TO EXHIBIT

- 1** Japanese buyers **prefer to find new food and beverage products at large trade shows** as opposed to via “cold calls” or requests for introductory meetings with individual companies.
- 2** U.S. food products have a strong reputation as being trendy, and **U.S. suppliers are seen as being reliable** in terms of availability, volume, and delivery.
- 3** FOODEX is a **regional hub for food business**, welcoming large buyer delegations from Korea, China, Taiwan, Thailand, the Philippines and beyond.

## U.S. PRODUCTS WITH POTENTIAL



TREE NUTS & PEANUTS



BEEF & PORK



FRUITS & VEGETABLES



DAIRY PRODUCTS



BAKERY PRODUCTS

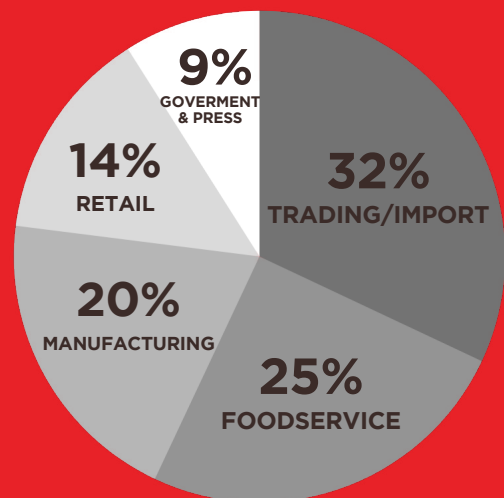


WINE & BEER

## MAJOR BUYERS PRESENT AT FOODEX



## TOP BUYERS BY ACTIVITY



USA PAVILION ORGANIZED BY



**IMEX**  
MANAGEMENT  
INTERNATIONAL TRADE & EXHIBITIONS

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## You Focus on Business, We Handle the Rest



**PRIME  
LOCATION**



**TURNKEY  
SOLUTIONS**



**EXPERT  
ASSISTANCE**



**USDA  
ENDORSED**



**ENHANCED  
VISIBILITY**



**FULL  
ACCESS**



**EXCLUSIVE  
SERVICES**



**MATCHMAKING**

## Reserve Your Space and More Information

**REGISTER NOW!**

**USDA EXPORTER GUIDE**

**2021 POST SHOW REPORT**

**U.S.-JAPAN  
TRADE AGREEMENT**

**UPCOMING SHOWS**

“FOODEX Japan is one of the best opportunities to take... the personal meetings with the Japanese buyers have generated lots of leads to potential business... Great way to make a visible presence!”

**Lee Sunghwa**

*Western United States Agricultural  
Trade Association (WUSATA)  
representative*

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